

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO. : 7,761,327 B1
APPLICATION NO. : 09/690512
DATED : July 20, 2010
INVENTOR(S) : Eric C. Hannah et al.

Page 1 of 2

It is certified that error appears in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

Delete the title page and substitute therefore the attached title page showing the corrected number of claims in printed patent.

Column 4:
Claims 7 and 8 should be canceled.

This certificate supersedes the Certificate of Correction issued November 16, 2010.

Signed and Sealed this

Twenty-first Day of December, 2010

A handwritten signature in black ink, reading "David J. Kappos". The signature is written in a cursive, flowing style with a large, stylized "D" and "K".

David J. Kappos
Director of the United States Patent and Trademark Office

(12) **United States Patent**
Hannah et al.

(10) **Patent No.:** **US 7,761,327 B1**
(45) **Date of Patent:** **Jul. 20, 2010**

(54) **ENSURING THAT ADVERTISEMENTS ARE PLAYED**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(h) by 2453 days.

(21) Appl. No.: **09/690,512**

(22) Filed: **Oct. 17, 2000**

(51) Int. Cl. **C06Q 30/00** (2006.01)

(52) U.S. Cl. **705/14.4; 705/14.1; 705/18; 705/50; 382/100; 709/217**

(58) Field of Classification Search **705/1; 705/10, 14, 14.4, 14.1, 18, 50; 382/100; 709/217**

See application file for complete search history.

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(57) **ABSTRACT**

A system may confirm that advertising was played as originally intended. For example, in one embodiment, a system may determine that an advertisement was played as originally intended and in return, a credit may be provided to the user. This credit may be the ability to play content that the user wishes to play or the credit may be in the form of rewards that are provided to the user, as another example. Thus, the system determines whether the advertisements are played correctly, for example, by detecting watermarks encoded within the advertising, and in return, provides indications that reward the user for playing the advertisement as intended.

11 Claims, 2 Drawing Sheets

